

Remember when you got your chores done all at once so you could go play?

Trip chaining Same idea, only you'll save the air in addition to time.

Chances are, you're already doing some trip chaining—combining errands into one trip. It's a great way to get things done so you have more time for the fun stuff. Plus, it helps reduce traffic congestion and pollution. When you first start a car after it's been sitting for more than an hour, it pollutes up to five times more than when the engine's warm.

Trip chaining keeps your engine warm and ready to go. So keep it up because—



It all adds up to cleaner air



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Remember how you used to daydream on your way to school?

You can do it again. Take the bus and you'll have a little extra time to yourself.

When you drive, you have to concentrate on the road, the traffic, the real world. But when you ride the bus, you can escape into a world far from stress and pressure. You could save money, too.

(The average driver spends about 44 cents per mile including ownership and maintenance.)

Plus, you could help reduce traffic congestion and pollution, which actually makes your bus fare a contribution towards a better environment. So keep it up because—



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Leave a little room for the air

When you gas up, don't top off the tank. It's safer and helps keep the air clean.

When you're at the pump filling up, chances are you already avoid topping off for reasons of your own—like the fact that spilling gas can be a smelly, not to mention hazardous, situation. Topping off releases harmful gas vapors into the air and cancels the benefits of anti-pollution devices on the pump. That means stopping short of a full tank is safer and it reduces pollution. So keep it up because—



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If you're not part of the problem, You're part of the solution

Don't get stuck in a jam. Call first and get around smarter and faster.

Want to save yourself a lot of time, stress and aggravation? How about helping to reduce traffic congestion and pollution at the same time? Then call us first or visit our web site for free, up-to-the-minute, route-specific traffic and transit information. Because getting travel and transit information before you leave home or the office is smart for you and the environment. So keep it up because —



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Your grip tightens,
teeth grind, You
knew you should have
gone the other way

Call before you go. You'll get around smarter and faster, plus help save the air.

No matter where you're going or how you're getting there, it's only smart to call us first or visit our web site for free, up-to-the-minute, route-specific traffic and transit information.

You'll save time, stress and aggravation, plus you'll help reduce traffic congestion and pollution. Because finding the best way to travel before you leave home or the office can keep you from getting into a jam. So keep it up because —



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Drop off the kids
Run by the bank
Pick up dinner
Save the air

It's amazing what a mom can accomplish in one trip.

You don't have to be Super Mom to get everything done and contribute to a better world. Just continue doing something you're already doing: trip chaining. That's when you combine your errands into one sensible trip. It can save time, reduce traffic congestion and reduce pollution. Because when you trip chain, your catalytic converter stays warm and helps your vehicle burn fuel more efficiently. So keep it up because—



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There's more riding on your tires than you thought.

Properly inflated tires can save money, gas and the air.

It's just a simple little thing but it can mean a lot. Keeping your vehicle's tires inflated to the maximum recommended pressure can save you money by increasing your gas mileage. It can also reduce traffic congestion due to flats caused by uneven tread wear. And, proper inflation can reduce pollution by improving the operating efficiency of your engine. So keep it up because—



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Try picking someone up before you go out.

Share a ride with a friend. It's nice to have a co-pilot, plus you'll save money and the air.

Ride sharing is a great way to make driving more enjoyable, whether you're going out on the town or going to work. You'll save money, too. Sharing a ride with just one other person can cut your commute costs in half. And if all drivers doubled up, it would cut traffic congestion and pollution substantially. That could eliminate millions of pounds of pollutants from the air each year. So keep it up because—



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Your first wheels
The freedom
the fresh air, the cards
in the spokes going
thwak, thwak, thwak

Ride your bike again. It's great fun, but just so you know, no one puts cards in the spokes anymore.

It's something you never forget how to do, so why not try it again? Instead of driving to work, the video store, coffee shop or bank, get out your bike and go for a ride.

Bike riding is a great way to get where you're going, get the exercise you need and help to reduce traffic congestion and pollution. And that should really give you a good feeling. So keep it up because —



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Your mom always told you to take good care of your stuff

Right as usual. Regular maintenance keeps your car running smooth and keeps the air clean.

Your mom's advice still holds true today, especially when it comes to your car. Regular tune-ups, changing the oil and checking tire inflation can improve gas mileage, extend your car's life and increase its resale value. Plus, regular maintenance can reduce traffic congestion due to preventable breakdowns and could help reduce your car's emissions by more than half. So keep it up because—



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Tomorrow leave home without it.

Keep your car parked even just once a week. You could save money, stress and the air.

Just once or twice a week, try getting around another way. Take mass transit, share a ride or car pool.

Walk, bike or in-line skate. You could save some money and sanity. Plus, you'll be helping

to reduce traffic congestion and pollution. Vehicles on the road account for more than 25% of all air pollution nationwide. You help to reduce that amount by choosing another mode of travel and leaving your car behind. So keep it up because—



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Every 3 months,
every 3,000 miles
or every
1.3 million breaths

Changing your oil and regular maintenance mean a cleaner running engine.

It's true. Regular oil changes, tune-ups and maintenance can help improve your vehicle's performance and gas mileage, extend its life and increase its resale value. It can also help reduce traffic congestion due to preventable breakdowns. But possibly most important of all, taking good care of your car could help reduce emissions by more than half. And that should make you breathe a lot easier between oil changes. So keep it up because —



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Improve your health Take things in stride more often

Walking and in-line skating are healthier ways to travel for both you and the air.

To stay healthy, doctors recommend exercising at least 30 minutes each day, or even just three times a week. It's easier to fit exercise into a busy schedule when you make it part of your daily routine. Instead of driving to work, the store or the bank, try walking or in-line skating. You'll get more exercise and help reduce traffic congestion and pollution. That should make you really feel great. So keep it up because—



It all adds up to cleaner air



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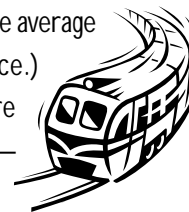
You'd have more time on your hands if they weren't on the wheel.

Take mass transit. You could save money, the air and a little time for yourself.

People are finding out why taking mass transit makes more sense than driving. Instead of fighting traffic, you have time to relax, read or even just daydream. You could save money, too. (The average

driver spends about 44 cents per mile including ownership and maintenance.)

Plus, you help to reduce traffic congestion and pollution. Which means that you're actually saving a lot more than just time. So keep it up because—



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You should be reading this on the bus

You'd save money and the air, plus have time to read more than the Sports page.

More and more people are finding out why taking the bus makes more sense than driving. Instead of fighting traffic, you can sit back, relax and read the paper or a good book. You could save money, too.

All told, the average driver spends about 44 cents per mile including ownership and maintenance. Plus, you'll help to reduce traffic congestion and air pollution, which actually makes bus fare a contribution towards a better environment. So keep it up because—



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